Hello! Welcome to Dermalogica’s unique approach to skin analysis, designed to help you connect with your clients and truly understand their skin.

In just 5 easy steps, you’ll be able to use Face Mapping to transform a simple retail interaction into a lasting relationship based on warmth, knowledge and trust. Best of all, the whole Face Mapping experience only takes a few minutes!
breakout activity from hairspray

oiliness from astringent use

comedones from new blush
01 GREET YOUR CLIENT

say hello
When a client enters your business, connect with them! Smile, make eye contact and introduce yourself within 5 seconds.

come out from behind the counter
Clients are more comfortable when you are open and accessible to them, so avoid standing behind a barrier, folding your arms or staring at your cell phone.

read their body language and tone
Is your client in a hurry, or are they just browsing? Are they looking for something in particular? Ask open-ended questions, observe and listen actively so you can adjust your approach.
Now that you’ve introduced yourself to your client, it’s time to get to know their skin. A thorough understanding of your client’s skin is necessary in order to give them accurate recommendations that will address their skin’s needs.

Rule No. 1: Don’t assume your client knows their skin. Unless your client says otherwise, assume you will be getting to know their skin together.

DID YOU KNOW

There’s a difference between a skin type and a skin condition. You’re born with a skin type, such as combination, dry, oily or sensitive. But skin conditions are acquired and vary throughout life, i.e., dehydration, redness, pigmentation or breakouts.
Start by asking your client friendly, open-ended questions that will clue you in on their skin type, lifestyle and possible skin condition(s).

**do ask**

“Tell me about your skin. Any problem areas or concerns?”

“What is your at-home skincare routine like?”

“What is a typical day like for you?”

**avoid asking**

“What’s your skin type?”

“Do you know what products you want?”

**when to suggest a face mapping®**

After you’ve gained a better understanding of your client’s skin, it’s time to transition the conversation to Face Mapping. Many clients will not know what Face Mapping is, so be sure to explain it. Let them know it only takes a few minutes and helps reveal their skin’s true needs.
Now that you have your client’s permission to get started, follow these best practices to ensure they are comfortable and engaged.

**before you face map**

- Invite your client to have a seat at your Skin Bar®.
- Ask if it’s OK to touch their skin so you can feel its texture.
- Sanitize your hands.

**while face mapping®**

- Start at your client’s forehead and move down the face (see p.9).
- Describe what you see and feel.
- Keep your tone positive, i.e., “I’m seeing signs of dehydration,” not, “You look like you don’t drink enough water.”
USE YOUR HEAD, HANDS & HEART.

JANE WURWAND
FOUNDER & CHIEF VISIONARY, DERMALOGICA
**WHAT TO LOOK FOR**

During your client’s Face Mapping, use sight and touch to identify the following skin conditions. Remember what you see so you can record it on your client’s Skin Fitness Plan (see p. 13) using the letters in light blue circles below.

<table>
<thead>
<tr>
<th>Letters</th>
<th>Condition</th>
</tr>
</thead>
<tbody>
<tr>
<td>b</td>
<td>breakout activity</td>
</tr>
<tr>
<td>s</td>
<td>sensitivity/redness</td>
</tr>
<tr>
<td>o</td>
<td>oiliness</td>
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<tr>
<td>dh</td>
<td>dehydration</td>
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<td>m</td>
<td>milia</td>
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<tr>
<td>p</td>
<td>pigmentation</td>
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<tr>
<td>fl</td>
<td>fine lines</td>
</tr>
<tr>
<td>c</td>
<td>comedones</td>
</tr>
<tr>
<td>dl</td>
<td>deep lines</td>
</tr>
</tbody>
</table>

Subsurface bumps which can be red and inflamed.

Inflamed or irritated skin that can appear flushed and feel warm.

Shiny, coarse, thick, dull skin, often with large pores.

Very fine lines and a crepey appearance with dry patches.

Small white bumps, typically around eyes and cheeks.

Irregular, discolored patches or spots.

Small wrinkles, typically around the eyes and mouth.

Small bumps such as blackheads or whiteheads.

Large wrinkles caused by extrinsic/intrinsic aging and facial expressions.

**Start from your client’s forehead and work your way down. For more information on finger movements you should use, watch the videos at facemapping.com/learn.**

09 // step 03: begin face mapping - what to look for
dehydration from lack of water
sensitivity from allergies
pigmentation from sun exposure
ZONE ANALYSIS

Based on insight from Chinese face diagnosis, your client’s skin conditions can be linked to underlying internal conditions that are related to their health and lifestyle. Keep this in mind to enhance and verify your initial observations. Knowing these factors will help increase your appeal as an expert.

BE MINDFUL

Never ask questions or make assumptions that will cause your client to feel insecure or uncomfortable.

Below are two scenarios in which a professional skin therapist successfully links a client’s skin condition to an external or internal condition.

“I’m noticing some breakout activity near your hairline. Do you use hairspray or other hair products there frequently?”

“I see some red, bumpy areas along your lower jaw. Have you been under a lot of stress lately?”
<table>
<thead>
<tr>
<th>Area</th>
<th>Common Conditions</th>
<th>Considerations</th>
<th>Chinese Diagnosis Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Forehead</td>
<td>Congestion under the skin’s surface or along the hairline and eyebrows, breakouts, dehydration and horizontal lines.</td>
<td>Improper removal of hair products or make-up, poor hygiene when removing eyebrow hair, use of comedogenic or irritating ingredients.</td>
<td>Water intake or poor digestion.</td>
</tr>
<tr>
<td>Nose, between eyes</td>
<td>Congestion and comedones, breakouts, redness, flakiness, vertical lines (furrows) and dilated capillaries.</td>
<td>Excess oil, dehydration, poor extraction techniques, comedogenic ingredients in make-up.</td>
<td>Heavy intake of rich foods, lactose intolerance, lack of greens, late-night eating.</td>
</tr>
<tr>
<td>Chin, mouth</td>
<td>Subsurface congestion, breakouts, comedones, pigmentation or increased hair growth on top of lip.</td>
<td>Improper cleansing, comedogenic make-up, smoking, leaning chin on hand; pigmentation and hair growth from pregnancy.</td>
<td>Food allergies, eating habits.</td>
</tr>
<tr>
<td>Eyes</td>
<td>Milia, fine lines, dark circles, puffiness, sensitization.</td>
<td>Comedogenic ingredients in make-up or make-up remover.</td>
<td>Allergies, water intake, eating habits, lack of sleep, stress.</td>
</tr>
<tr>
<td>Cheeks</td>
<td>Sensitization and hot spots, breakouts, milia, vertical lines and hyperpigmentation.</td>
<td>Allergies and sinus problems, comedogenic ingredients in make-up, improper telephone hygiene, sun damage.</td>
<td>Pollution/ living environment, smoking or asthma, respiratory stress from cough, cold or smoking.</td>
</tr>
<tr>
<td>Neck, lower jaw</td>
<td>Breakouts, sensitization, pigmentation, signs of aging.</td>
<td>Sun damage and/or photosensitivity to fragrances.</td>
<td>High stress levels, hormonal considerations.</td>
</tr>
</tbody>
</table>
FILLING OUT THE SKIN FITNESS PLAN

The Skin Fitness Plan will serve as your client’s at-home skin care guide, so be sure to note what you discuss for their reference.

1. Identify any skin goals your client might have. These are goals you can work towards together.

2. Mark your client’s skin condition(s) on the face diagram using the corresponding letters.

3. Write in your top product recommendations. Read more on best practices for recommending products on page 17.

4. Add any treatment suggestions and notes for your client to take home.

5. Write your name and the date, time and location of their next appointment.
keeping your clients on file

The bottom portion of your client’s Skin Fitness Plan is yours to keep. Remember to fill out both sides, as this will be an important relationship-building and follow-up tool.

the consultation form

Giving a skin treatment under 60 minutes? Have your client read and sign this form first.
FACE MAPPING® WEB APP

Store all your client’s Face Mapping details digitally and send them via email! All you need is a mobile tablet and an internet connection.

The Dermalogica Face Mapping Web App can be used in place of the paper Skin Fitness Plan. While optimized for iPad, the Web App can be used on other tablets. Check with your store manager to ensure that your business is equipped.

1. load it
Visit facemapping.com via your web browser.

2. register as a user
Set up an account for your business, or log in if you already have an account.

3. start mapping!
Follow the prompts onscreen to get started.
recommending a regimen

Use your client’s current home care regimen, time spent on skin care, and budget preference as clues when recommending their regimen. For example, if your client is a simple soap user on a tight budget, recommend a basic regimen instead of an advanced regimen.

1 + 2 prescription

To build trust with your client, recommend the three products you think they will use the most according to their Face Mapping skin analysis.

1. Start with the priority product they need NOW because it meets their immediate need best.
2. Add two products that fit your client’s lifestyle and skin concern(s). Explain why and highlight the key benefits of each product.

sampling

To encourage product discovery, which can lead to purchase, always give your clients samples that complement their skin goals. If they’ve only opted to buy one of the products you prescribed, sample the rest!
Since you are concerned about redness, I highly recommend this product because it will take down that redness and discomfort right away.

Also, since you love the outdoors, I recommend these two products to help protect your skin from UV and environmental assault, which can cause sensitivity flare-ups.

I am putting some samples in your Skin Fitness Plan so you can try them out.
booking treatments

While building your client’s Skin Fitness Plan, let them know which treatments are best for their lifestyle and skin goals. For example, if your client is a busy working mom, suggest an express treatment series as opposed to a full-service treatment.

following up year-round

The skin is a living organ that constantly responds to internal and external changes. Explain this to your client and offer to coach them toward their best skin. Recommend that they visit you at least four times a year, or whenever their skin behaves abnormally. Send a personal note via e-mail or text, or call them, to follow up!
learn more online

Visit facemapping.com/learn for in-depth videos and commentary, educational materials, a sample Skin Fitness Plan and more. Ask your local Education Specialist for access to more resources such as Face Mapping classes.